SHELF SPACE ANALYSIS 2000

CONFIDENTIAL

FINAL 1/22/01

SUMMARY INSIGHTS

1. **GO THROUGH EXECUTIVE SUMMARY CHART AND GIVE DETAILS**

2. **WE HAVE GAINED RETAIL SPACE OVER 2000 AT THE FOLLOWING 9 ACCOUNTS OUT OF THE TOP 10:**

TRU	**(+82 SQ.FT.)**	**WAL*MART**	**(+36 SQ.FT.)**
BEST BUY	**(+80 SQ.FT.)**	**TARGET**	**(+8 SQ.FT.)**
KMART	**(+5 SQ.FT.)**	**BEST BUY**	**(+28 SQ.FT.)**
KAY BEE	**(+20 SQ.FT.)**	**EB**	**(+48 SQ.FT.)**
BABBAGES	**(+24 SQ.FT.)**		

REASON: I believe because of the grest success of Game Boy Color. N64 actually lost space in almost all accounts due to the introduction of PS2 in October.

WE HAVE STAYED THE SAME in 2000 AT THE FOLLOWING 4 ACCOUNTS OUT OF THE TOP 10:

N/A

WE HAVE LOST RETAIL SPACE in 2000 AT 1 ACCOUNT OUT OF THE TOP 10:

SEARS

Note: Even though we have lost space in total sq ft. in just 1 account, it is worth noting we have lost N64 space at most accounts in 2000, because of the PS2 introduction and Sega hanging on. However we have gained GBC space in the majority of accounts.

3. **TRU WITH $1,560 PER SQUARE FOOT IS #1 FOR OUR $ PER SQ. FT. ANALYSIS, FOLLOWED BY TARGET #2 AT $1,473, BEST BUY #3 AT $984, KMART #4 AT $922, WAL *MART #5 AT $804, SEARS #6 AT $768, EB #7 AT $688, BABBAGES #8 AT $410, KAYBEE #9 AT $350 AND CIRCUIT CITY #10 AT $784. THIS ANALYSIS IS BASED ON CURRENT PROJECTED NET SHIPMENTS.**

4. **WE ARE AHEAD OF SONY IN TOTAL % SQ. FT. RETAIL SPACE AT 3 ACCOUNTS OUT OF THE TOP 10:**

ACCOUNT	NINTENDO	SONY	SEGA
WAL*MART	49%	44%	7%
KMART	47%	44%	9%
CIRCUIT CITY	44%	43%	13%

WE ARE BEHIND SONY IN 7 ACCOUNTS OUT OF THE TOP 10:

ACCOUNT	NINTENDO	SONY	SEGA
TOYS R US	45%	45%	10%
TARGET	42%	47%	11%
BEST BUY	42%	46%	12%
KAYBEE	37%	52%	11%
EB	40%	45%	15%
SEARS	25%	50%	25%
BABBAGES	37%	48%	15 %

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SEARS	25%	50%	25%
BABBAGES	37%	48%	15 %

(Randy B. Copy)

Competitive Square Footage Analysis
Video Game Software / Hardware / Accessory
Top 10 / 2000

Toys R Us

	Nintendo	2000			1999
	(5) sections N64 4' w x 8' h =	160 sq ft			
	(1) sections N64 HW 12' w x 2' h =	24 sq ft			
	(1) sections Acc. 4' w x 5' h =	20 sq ft			
29%	**N64/HW/SW/Acc.**	204 sq ft	37%	**N64/HW/SW/Acc.**	202 sq ft
	(3) sections GB 4' w x 5' h =	60 sq ft			
	(1) Four Way GB 2'w x 4'h =	32 sq ft			
	(1) sections GB 4' w x 5' h=	20 sq ft	6%	**GBC/HW/SW/Acc.**	32 sq ft
16%	**GBC/HW/SW/Acc.**	112 sq ft		Total	234 sq ft
	Total	316 sq ft			

	2000	1999
Total SQ FT =	708 sq ft	546 sq ft
NINTENDO %	45% sq ft	43% sq ft
SONY %	49% sq ft	54% sq ft
SEGA %	6% sq ft	3% sq ft

	Sony	2000	1999
	(7) sections Sony 4' w x 8' h =	224 sq ft	
	(1) sections Sony HW 12' w x 2' h =	24 sq ft	
	(1) sections Sony Acc. 4' w x 5' h =	20 sq ft	
38%	**PS1/HW/SW/Acc.**	268 sq ft	
	(2) sections Sony PS2 4' w x 8' h =	64 sq ft	
	(1) sections Sony PS2 Acc. 4' w x 4' h	16 sq ft	
11%	**PS2/HW/SW/Acc.**	80 sq ft	
	Total	348 sq ft	296 sq ft

	Sega	2000	1999
6%	(1) sections Sega 4' w x 7' h =	28 sq ft	
	(1) sections Sega Acc. 4' w x 4" h =	16 sq ft	
	Total	44 sq ft	16 sq ft

Wal *Mart

	Nintendo	2000			1999
	(2) sections N64 4' w x 6' h =	48 sq ft			
	(1) sections N64 HW 8' w x 2' h =	16 sq ft			
	(1) sections N64 Acc. 4'w x 6' h =	24 sq ft			
	(1) sections NR 2' w x 6' h =	12 sq ft			
33%	**N64/HW/SW/Acc.**	100 sq ft	39%	**N64/HW/SW/Acc.**	82 sq ft
	(1) sections GB 4' w x 6' h =	24 sq ft			
	(1) section GB Acc 4' w x 6' h =	24 sq ft	19%	**GBC/HW/SW/Acc.**	32 sq ft
16%	**GBC/HW/SW/Acc.**	48 sq ft		Total	112 sq ft
	Total	148 sq ft			

	2000	1999
Total SQ FT =	304 sq ft	228 sq ft
NINTENDO %	49% sq ft	49% sq ft
SONY %	44% sq ft	46% sq ft
SEGA %	7% sq ft	5% sq ft

	Sony	2000	1999
	(2) sections Sony 4' w x 6' h =	48 sq ft	
	(1) sections Sony HW 8' w x 2' h =	16 sq ft	
	(1) sections Sony Acc. 4' w x 6' h =	24 sq ft	
33%	**PS1/HW/SW/Acc.**	88 sq ft	
	(1) sections NR 2' w x 6' h =	12 sq ft	
	(1) sections Sony PS2 4" w x 6" h =	24 sq ft	
	(1) sections Sony PS2 Acc. 2' w x 4' h =	8 sq ft	
11%	**PS2/HW/SW/Acc.**	44 sq ft	
	Total	132 sq ft	104 sq ft

	Sega	2000	1999
7%	(1) sections Sega 2' w x 6' h =	12 sq ft	
	(1) sections NR 2' w x 2' h =	4 sq ft	
	(1) sections Sega Acc. 2' w x 4' h =	8 sq ft	
	Total	24 sq ft	12 sq ft

Competitive Square Footage Analysis
Video Game Software / Hardware / Accessory
Top 10 / 2000

TARGET

	Nintendo	2000			1999		Sony	2000	1999
	(1) sections N64 4' w x 6' h =	24 sq ft					(2) sections Sony 4' w x 6' h =	48 sq ft	
	(2) sections N64 HW 4' w x 2' h =	16 sq ft					(2) sections Sony HW 4' w x 2' h =	16 sq ft	
	(1)sections Acc.2' w x 8' h =	16 sq ft					(2) sections Sony Acc. 4' w x 2' h =	16 sq ft	
23%	**N64/HW/SW/Acc.**	56 sq ft				32%	**PS1/HW/SW/Acc.**	80 sq ft	
	(1) sections GB 4' w x 6' h =	24 sq ft					(1) sections Sony PS2 4' w x 6' h =	24 sq ft	
	(1) sections GB HW 4' w x 2' h =	8 sq ft					(1) sections Sony PS2 Acc 2' w x 6" h =	12 sq ft	
	(1) sections GB Acc 4'w x 4' h =	16 sq ft	29%	**N64/HW/SW/Acc.**	64 sq ft	15%	**PS2HW/SW/Acc.**	36 sq ft	
19%	**GBC/HW/SW/Acc.**	48 sq ft	18%	**GBC/HW/SW/Acc.**	32 sq ft				
	Total	104 sq ft		Total	96 sq ft		Total	116 sq ft	104 sq ft

	2000		1999		Sega	2000	1999
Total SQ FT =	248 sq ft	**Total SQ Ft =**	224 sq ft	11%	(1) sections Sega 2' w x 6' h =	12 sq ft	
NINTENDO %	42% sq ft	**NINTENDO %**	43% sq ft		(1) sections HW 2' w x 2' h =	4 sq ft	
SONY %	47% sq ft	**SONY %**	46% sq ft		(1) sections Acc. 2' w x 6' h =	12 sq ft	
SEGA %	11% sq ft	**SEGA %**	11% sq ft		Total	28 sq ft	24 sq ft

K MART

	Nintendo	2000			1999		Sony	2000	1999
	(1) sections N64 5' w x 6' h =	30 sq ft					(1) sections Sony 5' w x 6' h =	30 sq ft	
	(1) sections Acc. 2 ' w x 5' h =	10 sq ft					(1) sections Sony Acc.2.5' w x 6' h =	15 sq ft	
31%	**N64/HW/SW/Acc.**	40 sq ft				35%	**PS1/HW/SW/Acc.**	45 sq ft	
	(1) sections GB 2.5' w x 6' h =	15 sq ft					(1) sections Sony PS2 2.5' x 2' h =	5 sq ft	
	(1) sections GB Acc. 2.5' w x 2' h	5 sq ft	46%	**N64/HW/SW/Acc.**	40 sq ft		(1) sections Sony PS2 Acc. 2.5 w x 2' h	5 sq ft	
16%	**GB/HW/SW/Acc.**	20 sq ft	7%	**GB/HW/SW/Acc.**	15 sq ft	9%	**PS2/HW/SW/Acc.**	10 sq ft	
	Total	60 sq ft		Total	55 sq ft		Total	55 sq ft	40 sq ft

	2000		1999		Sega	2000	1999
Total SQ FT =	127 sq ft	**Total SQ FT =**	110 sq ft	9%	(1) sections Sega 2' w x 4' h =	8 sq ft	
NINTENDO %	47% sq ft	**NINTENDO %**	50% sq ft		(1) sections Sega Acc. 2' w x2' h =	4 sq ft	
SONY %	44% sq ft	**SONY %**	36% sq ft				
SEGA %	9% sq ft	**SEGA %**	14% Sq ft		Total	12 sq ft	15 sq ft

Competitive Square Footage Analysis
Video Game Software / Hardware / Accessory
Top 10 / 2000

BEST BUY

Nintendo	2000	1999
(4) sections N64 4' w x 5' h =	80 sq ft	
(1) sections End Cap 4'w x 5' h =	20 sq ft	
(2) sections N64 Acc. 4' w x 4' h=	32 sqft	
21% **N64/HW/SW/Acc.**	132 sq ft	
21% (4) sections GB 4' w x 5' h =	80 sq ft	
(1) sections GB Acc. 4' w x 5' h =	20 sq ft	
(4) sections GB Acc. 4' w x 2' h=	32 sq ft	
GB/HW/SW/Acc.	132 sq ft	
Total	264 sq ft	

	2000	1999
Total SQ FT =	632 sq ft	436 sq ft
NINTENDO %	42% sq ft	54% sq ft
SONY %	46% sq ft	37% sq ft
SEGA %	12% sq ft	9% sq ft

		1999
41%	**N64/HW/SW/Acc.**	180 sq ft
13%	**GB/HW/SW/Acc.**	56 sq ft
	Total	236 sq ft

Sony	2000	1999
(8) sections Sony 4' w x 5' h =	160 sq ft	
(5) sections Sony Acc. 4' w x 2' h=	40 sq ft	
32% **PS1/HW/SW/Acc.**	200 sq ft	
(2) sections Sony PS2 4' w x 5' h=	40 sq ft	
(4) sections Sony PS2 Acc. 4' w x 2' h=	32 sq ft	
(1) sections Sony PS2 End 4' w x 5' h=	20 sq ft	
14% **PS2/HW/SW/Acc.**	92 sq ft	
Total	292 sq ft	160 sq ft

Sega	2000	1999
12% (3) sections Sega 4' w x 4' h =	48 sq ft	
(1) sections Sega Acc. 4' w x 4' h=	16 sq ft	
(1.5) sections Sega Acc. 4' w x 2' h=	12 sq ft	
Total	76 sq ft	40 sq ft

KAY BEE

Nintendo	2000	1999
(2) sections N64 4' w x 6' h =	48 sq ft	
(2) sections HW / Acc 4' w x 3' h	24 sq ft	
25% **N64/HW/SW/Acc.**	72 sq ft	
(1) sections GB 4' w x 6' h =	24 sq ft	
(1) sections GB 4' w x 3' h =	12 sq ft	
12% **GB/HW/SW/Acc.**		
Total	108 sq ft	

	2000	1999
Total SQ FT =	292 sq ft	212 sq ft
NINTENDO %	37% sq ft	41% sq ft
SONY %	52% sq ft	49% sq ft
SEGA %	11% sq ft	10% sq ft

		1999
30%	**N64/HW/SW/Acc.**	64 sq ft
11%	**GB/HW/SW/Acc.**	24 sq ft
	Total	88 sq ft

Sony	2000	1999
(3) sections Sony 4'w x 6' h =	96 sq ft	
(2) sections Sony HW / Acc 4' w x 3' h =	24 sq ft	
41% **PS1/HW/SW/Acc.**	120 sq ft	
(1) sections Sony PS2 4' w x 6' h=	24 sq ft	
(1) sections Sony PS2 Acc. 4' w x 2' h=	8 sq ft	
11% **PS2/HW/SW/Acc.**	32 sq ft	
Total	152 sq ft	104 sq ft

Sega	2000	1999
11% (1) sections Sega 4' w x 5' h =	20 sq ft	
(1) sections Sega HW/Acc 4' w x 3' h=	12 sq ft	
Total	32 sq ft	20 sq ft

Competitive Square Footage Analysis
Video Game Software / Hardware / Accessory
Top 10 / 2000

ELECTRONICS BOUTIQUE

	Nintendo	2000			1999		Sony	2000	1999
	(1) sections N64 6' w x 8' h =	48 sq ft					(2) sections Sony 4 'w x 8' h =	64 sq ft	
	(1) sections N64 Acc. 2' w x 8' h=	16 sq ft					(1) sections Sony 2' w x 8' h=	16 sq ft	
20%	**N64/HW/SW/Acc.**	64 sq ft					(1) sections Sony Acc. 2' w x 8' h=	16 sq ft	
	(1) sections GB 6' w x 8' h =	48 sq ft				30%	**PS1/HW/SW/Acc.**	96 sq ft	
	(1) sections GB Acc. 2' w x 8' h=	16 sq ft	23%	**N64/HW/SW/Acc.**	48 sq ft		(1) sections Sony PS2 4' w x 8' h=	32 sq ft	
20%	**GB/HW/SW/Acc.**	64 sq ft	15%	**GB/HW/SW/Acc.**	32 sq ft		(1) sections Sony PS2 Acc. 2' w x 8' h=	16 sq ft	
	Total	128 sq ft		Total	80 sq ft	15%	**PS2/HW/SW/Acc.**	48 sq ft	
							Total	144 sq ft	96 sq ft
	Total SQ FT =	320 sq ft		**Total SQ FT =**	208 sq ft		**Sega**	**1999**	**1999**
	NINTENDO %	40% sq ft		**NINTENDO %**	39% sq ft	15%	(1) sections Sega 4' w x 8' h =	32 sq ft	
	SONY %	45% sq ft		**SONY %**	46% sq ft		(1) sections Sega Acc. 2' w x 8' h=	16 sq ft	
	SEGA %	15% sq ft		**SEGA %**	15% sq ft		Total	48 sq ft	32 sq ft

SEARS

	Nintendo	2000			1999		Sony	2000	1999
	(1) sections N64 2' w x 6' h=	12 sq ft					(1.5) sections Sony 4' w x 6' h=	36 sq ft	
	(1) sections HW Acc. 4' w x 2' h	8 sq ft					(1.5) sections HW / Acc 6' w x 2' h =	18 sq ft	
14%	**N64/HW/SW/Acc.**	20 sq ft				38%	**PS1/HW/SW/Acc.**	54 sq ft	
	(1) sections GB 2' w x 6' h =	12 sq ft					(1) sections Sony PS2 2' w x 6' h=	12 sq ft	
	(1) sections GB Acc. 2' w x 2' h	4 sq ft	32%	**N64/HW/SW/Acc.**	62 sq ft		(1) sections Sony PS2 Acc. 2' w x 2' h=	4 sq ft	
11%	**GB/HW/SW/Acc.**	16 sq ft	17%	**GB/HW/SW/Acc.**	32 sq ft	12%	**PS2/HW/SW/Acc.**	16 sq ft	
	Total	36 sq ft		Total	94 sq ft		Total	70 sq ft	68 sq ft
		2000			**1999**		**Sega**	**2000**	**1999**
	Total SQ FT =	142 sq ft		**Total SQ FT =**	192 sq ft	25%	(1) sections Sega 4' w x 6' h =	24 sq ft	
	NINTENDO %	25% sq ft		**NINTENDO %**	49% sq ft		(1) sections Sega Acc.6' w x 2' h=	12 sq ft	
	SONY %	50% sq ft		**SONY %**	35% sq ft		Total	36 sq ft	30 sq ft
	SEGA %	25% sq ft		**SEGA %**	16% sq ft				

Competitive Square Footage Analysis
Video Game Software / Hardware / Accessory
Top 10 / 2000

BABBAGES ETC.

	Nintendo	2000			1999		Sony	2000	1999
	(2) sections N64 4' w x 7' h =	56 sq ft					(4) sections Sony 4'w x 7' h =	112 sq ft	
	(1) sections N64 Acc 4' w x 7' h=	28 sq ft					(1) sections Sony 4' w x 7' h=	28 sq ft	
20%	**N64/HW/SW/Acc.**	84 sq ft				34%	**PS1/HW/SW/Acc.**	140 sq ft	
	(1) sections GB 4' w x 7' h =	28 sq ft					(1) sections Sony PS2 4' w x 7' h=	28 sq ft	
	(1) sections GB 4' w x 6' h=	24 sq ft					(1) sections PS2 Acc. 4' w x 7' h=	28 sq ft	
	(1) sections GB Acc. 4' w x 4' h=	16 sq ft	22%	N64/HW/SW/Acc.	64 sq ft	14%	**PS2/HW/SW/Acc.**	56 sq ft	
17%	**GB/HW/SW/Acc.**	68 sq ft	22%	GB/HW/SW/Acc.	64 sq ft				
	Total	152 sq ft		Total	128 sq ft		Total	196 sq ft	128 sq ft

	2000		1999		Sega	2000	1999
Total SQ FT =	412 sq ft	**Total SQ FT =**	288 sq ft	15%	(1) sections Sega 4' w x 7' h =	28 sq ft	
NINTENDO %	37% sq ft	**NINTENDO %**	44% sq ft		(1) sections Sega 4' w x 5' h=	20 sq ft	
SONY %	48% sq ft	**SONY %**	44% sq ft		(1) sections Sega Acc. 4' w x 4' h=	16 sq ft	
SEGA %	15% sq ft	**SEGA %**	12% sq ft		Total	64 sq ft	32 sq ft

FUNCOLAND

	Nintendo	2000			1999		Sony	2000	1999
							(1) sections Sony 4' w x 7' h =	32 sq ft	
	(2) sections 4' w x 7' h=	56 sq ft					(2) sections Sony 2' w x 7' h=	28 sq ft	
	(1) sections Acc. 4' w x 6' h=	24 sq ft					(1) sections Sony 6' w x 7' h=	42 sq ft	
20%	**N64/HW/SW/Acc.**	80 sq ft					(1) sections Sony 4' w x 6'h=	24 sq ft	
	(1) sections GB 4' w x 7' h =	28 sq ft				32%	**PS1/HW/SW/Acc.**	126 sq ft	
	(2) sections GB 2' w x 7' h=	28 sq ft					(1) sections Sony PS2 4' w x 7' h=	28 sq ft	
	(1) sections GB 2' w x 2' h=	4 sq ft					(2) sections Sony PS2 2' w x 6' h=	12 sq ft	
	(1) sections GB Acc. 4' w x 6' h=	24 sq ft	29%	N64/HW/SW/Acc.	80 sq ft		(1) sections Sony PS2 Acc 4' w x 6' h=	24 sq ft	
21%	**GB/HW/SW/Acc.**	84 sq ft	12%	GB/HW/SW/Acc.	32 sq ft	16%	**PS2/HW/SW/Acc.**	64 sq ft	
	Total	164 sq ft		Total	112 sq ft		Total	190 sq ft	128 sq ft

	2000		1999		Sega	2000	1999
Total SQ FT =	398 sq ft	**Total SQ FT =**	272 sq ft	11%	(1) sections Sega 4' w x 7' h =	28 sq ft	
NINTENDO %	41% sq ft	**NINTENDO %**	41%		(1) sections Sega Acc. 4' w x 4' h=	16 sq ft	
SONY %	48% sq ft	**SONY %**	47%				
SEGA %	11% sq ft	**SEGA %**	12%		Total	44 sq ft	32 sq ft

Competitive Square Footage Analysis
Video Game Software / Hardware / Accessory
Top 10 / 2000

Circuit City

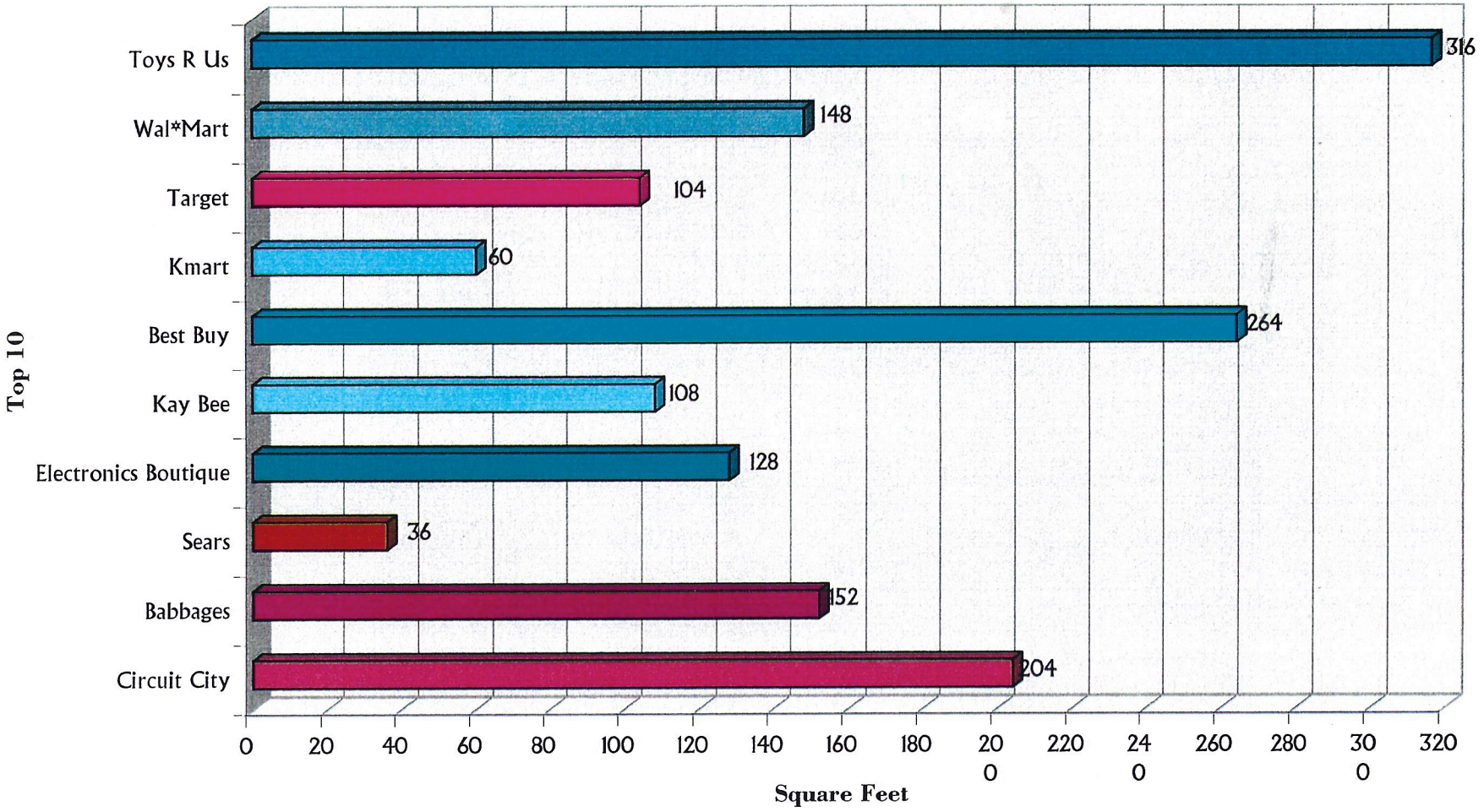
	Nintendo	**2000**
	(3) sections N64 4' w x 5' h =	60 sq ft
	(1) sections HW Acc. 4' w x 5' h=	20 sq ft
17%	**N64/HW/SW/Acc.**	80 sq ft
	(3) sections GB 4' w x 5' h =	60 sq ft
	(1) sections End Cap 4' w x 6' h=	24 sq ft
	(2) sections GB Acc. 4' w x 5' h=	40 sq ft
27%	**GB/HW/SW/Acc.**	124 sq ft
	Total	204 sq ft

	2000
Total SQ FT =	461 sq ft
NINTENDO %	44% sq ft
SONY %	43% sq ft
SEGA %	13% sq ft

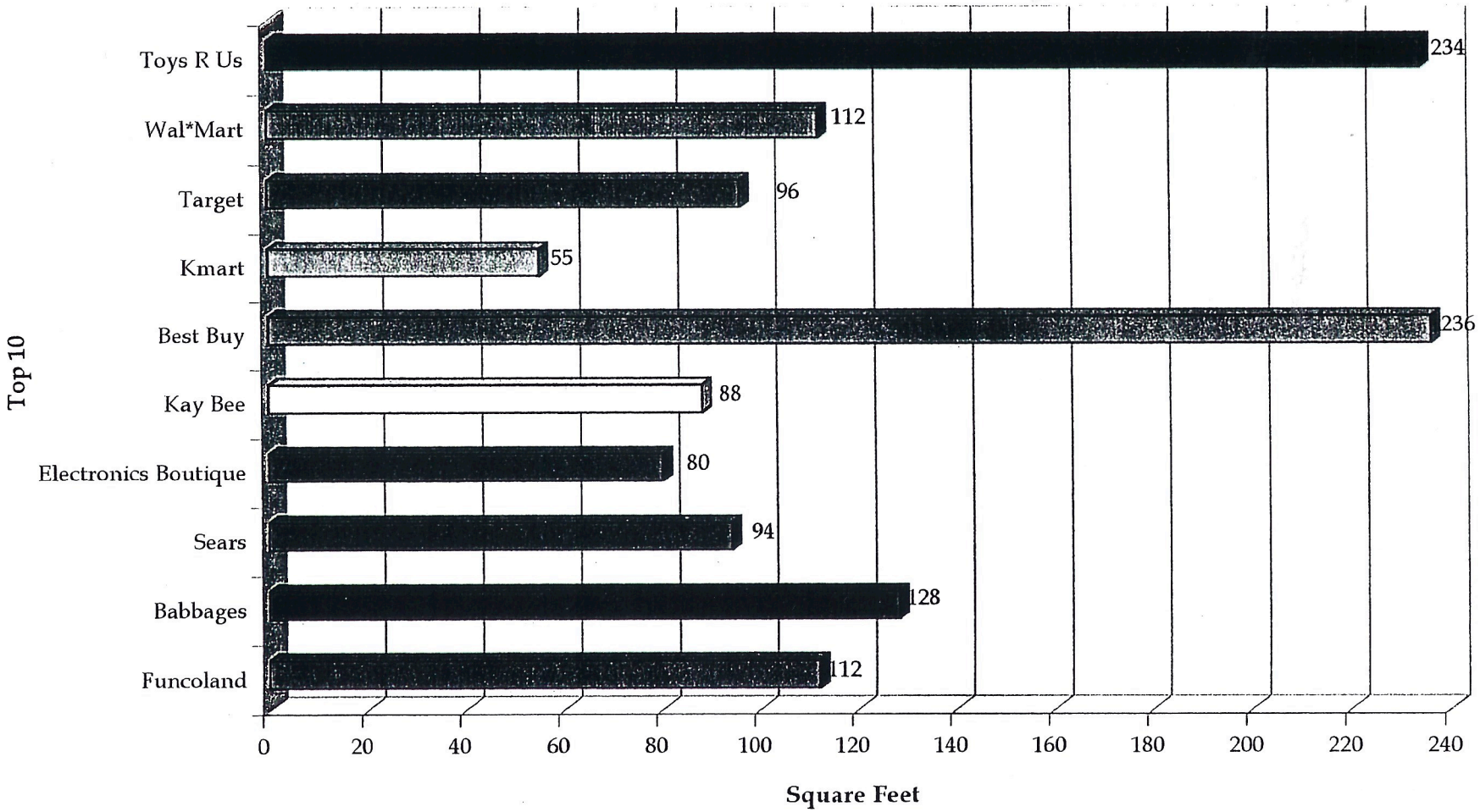
	Sony	**2000**
	(6) sections Sony 4'w x 5' h =	128 sq ft
	(2) sections Sony 4' w x 5' h=	40 sq ft
36%	**PS1/HW/SW/Acc.**	168 sq ft
	(1) sections Sony PS2 4' w x 5' h=	20 sq ft
	(1) sections Sony PS2 Acc. 3' w x 3' h=	9 sq ft
7%	**PS2/HW/SW/Acc.**	29 sq ft
	Total	197 sq ft

	Sega	**2000**
13%	(2) sections Sega 4' w x 5' h =	40 sq ft
	(1) sections Sega Acc. 4' w x 5' h=	20 sq ft
	Total	60 sq ft

TOP 10 / SQUARE FOOTAGE ANALYSIS / 2000



TOP 10 / SQUARE FOOTAGE ANALYSIS / 1999



SQUARE FOOTAGE ANALYSIS
TOP 10
1996 - 2000

The following numbers are averages per accounts, based on a number of samples taken in all regions. Please note that the numbers are gathered by measuring width x height = square footage.

2000
TOYS R US = 316 sq. ft (1)
(5) sections N64 4'w x 8'h = 160
(1) sections N64 HW 12'w x 2'h = 24
(1) sections Acc. 4'w x 5h = 20
(3) sections GB 4'w x 5'h = 60
(4) four way GB 2'w x 4'h = 32
(1) sections GB 4'w x 5'h = 20

1999
TOYS R US = 234 sq ft (2)
(5) sections N64 4'w x 8'h = 160
(1) sections N64 HW 4'w x 8'h = 32
(1) sections Acc. 2'w x 5'h = 10
(1) sections GB 8'w x 4'h = 32

1998
TOYS R US = 222 sq ft (2)
(5) sections N64 4'w x 6'h = 120
(1.25) sections SNES 4'w x 6'h = 30
(3) sections DMG 4'w x 6'h = 72

1997
187.5 sq ft

1996
210 sq ft

2000
WAL*MART = 148 sq ft (5)
(2) sections N64 4'w x 6'h = 48
(1) sections N64 HW 8'w x 2'h = 16
(1) sections N64 Acc. 4'w x 6'h = 24
(1) sections NR 2'w x 6'h = 12
(1) sections GB 4'w x 6'h = 24
(1) sections GB Acc. 4' w x 6'h = 24

1999
WAL*MART = 112 sq ft
(2.5) sections N64 4'w x 6'h = 60
(1) sections N64 HW 4'w x 2'h = 8
(1) sections N64 Acc. 4'w x 2'h = 8
(1) sections NR 2'w x 6'h = 12
(1) sections GB 4'w x 6'h = 24

1998
WAL*MART = 96 sq ft (6)
(1.75) sections N64 4'w x 8'h = 56
(.25) sections SNES 4'w x 8'h = 8
(1) sections DMG 4'w x 8'h = 32

1997
80 sq ft

1996
103 sq ft

2000
TARGET = 104 sq. ft (8)
(1) sections N64 4'w x 6'h = 24
(2) sections N64 HW 4'w x 2'h = 16
(1) sections Acc. 2'w x 8'h = 16
(1) sections GB 4'w x 6'h =24
(1) sections GB HW 4'w x 2'h = 8
(1) sections GB Acc. 4'w x 4'h = 16

1999
TARGET = 96 sq ft (5)
(2) sections N64 4'w x 4'h = 32
(2) sections N64 HW 4'w x 2'h = 16
(1) sections Acc. 4'w x 4'h = 16
(1) sections GB 4'w x 8'h = 32

1998
TARGET = 104 sq ft (5)
(1.5) sections N64 4'w x 8'h = 48
(.5) sections SNES 4'w x 8'h = 16
(1.25) sections DMG 4'w x 8'h = 40

1997
108 sq ft

1996
116 sq ft

SQUARE FOOTAGE ANALYSIS
TOP 10
1996 - 2000

2000
KMART = 60 sq ft (9)
(1) sections N64 5'w x 6'h = 30
(1) sections Acc 2'w x 5'h = 10
(1) sections GB 2.5'w x 6'h = 15
(1) sections GB Acc. 2.5 x 2'h = 5

1999
KMART = 55 sq ft (9)
(1) sections N64 5'w x 6'h = 30
(1) sections Acc. 5'w x 2'h = 10
(1) sections GB 3'w x 5'h = 15

1998
KMART = 75 sq ft (9)
(1) sections N64 5'w x 7.5'h = 37.5
(.75) sections SNES 5'w x 7.5'h = 28.125
(.25) sections DMG 5'w x 7.5'h = 9.375

1997
75 sq ft

1996
85 sq ft

2000
BEST BUY = 264 sq, ft (2)
(4) sections N64 4'w x 5'h = 80
(1) sections End Cap 4'w x 5'h = 20
(2) sections N64 Acc. 4'w x 4'h = 32
(4) sections GB 4'w x 5'h = 80
(1) sections GB Acc. 4'w x 5'h = 20
(4) sections GbB Acc 4'w x 2'h = 32

1999
BEST BUY = 236 sq ft (1)
(9) sections N64 4'w x 5'h = 180
(2) sections GB 4'w x 5'h = 40
(2) sections GB 4'w x 2'h = 16

1998
BEST BUY = 270 sq ft (1)
(8.5) sections N64 4'w x 5'h = 170
(2) sections SNES 4'w x 5'h = 40
(3) sections DMG 4'w x 5'h = 60

1997
190 sq ft

1996
260 sq ft

2000
KAY BEE = 108 sq ft (7)
(2) sections N64 4'w x 6'h = 48
(2) sections HW/Acc 4'w x 3'h = 24
(1) sections GB 4'w x 6'h = 24
(1) sections GB 4'w x 3'h = 12

1999
KAY BEE = 88 sq ft (7)
(2) sections N64 4'w x 6'h = 48
(1) sections HW/Acc 4'w x 4'h = 16
(1) sections GB 4'w x 6'h = 24

1998
KAY BEE = 76 sq ft (7)
(2) sections N64 software 4'w x 4'h = 32
(2) sections N64 h/a 4'w x 2'h = 16
(1) sections SNES 4'w x 2'h = 8
(1) sections DMG 4'w x 5'h = 20

1997
71 sq ft

1996
80 sq ft

2000
ELECT. BOUT. = 128 sq ft (6)
(1) sections N64 6'w x 8'h = 48
(1) sections N64 Acc. 2'w x 8'h = 16
(1) sections GB 6'w x 8'h = 48
(1) sections GB Acc.2'w x 8'h = 16

1999
ELECT. BOUT. = 80 sq ft (8)
(1) sections N64 6'w x 8'h = 48
(1) sections GB 4'w x 8'h = 32

1998
ELECT. BOUT. = 64 sq ft (9)
(1.25) sections N64 4'w x 8'h = 40
(.5) sections SNES 4'w x 8'h = 16
(.25) sections DMG 4'w x 8'h = 8

1997
64 sq ft

1996
111 sq ft

SQUARE FOOTAGE ANALYSIS
TOP 10
1996 - 2000

2000
SEARS = 36 sq ft (10)
(1) sections N64 2'w x 6'h = 12
(1) sections HW /Acc 4'w x 2'h = 8
(1) sections GB 2'w x 6'h = 12
(1) sections GB Acc. 2'w x 2'h =4

1999
SEARS = 94 sq ft (6)
(1) sections N64 6'w x 3'h = 18
(1) sections N64 4'w x 3'h = 12
(1) sections HW/Acc 4'w x 8'h = 32
(1) sections GB 4'w x 8'h = 32

1998
SEARS = 118 sq ft (4)
(1) sections N64 software 6'w x 3'h = 18
(1.5) sections N64 h/a 4'w x 8'h = 48
(1) sections SNES software 4'w x 3'h = 12
(1) sections SNES h/a 4'w x 4'h = 16
(1) sections DMG 4'w x 6'h = 24

1997
102 sq ft

1996
104 sq ft

2000
BABBAGES - 152 sq ft (4)
(2) sections N64 4'w x 7'h = 56
(1) sections N64 HW/Acc. 4'w x 7'h = 28
(1) sections GB 4'w x 7'h = 28
(1) sections GB 4'w x 6'h = 24

1999
BABBAGES = 128 sq ft (3)
(2) sections N64 4'w x 8'h = 64
(2) sections GB 4'w x 8'h = 64

1998
BABBAGES = 128 sq ft (3)
(2) sections N64 4'w x 8'h = 64
(1) sections SNES 4'w x 8'h = 32
(1) sections DMG 4'w x 8'h = 32

1997
128 sq ft

1996
96 sq ft

2000
CIRCUIT CITY = 204 sq ft (3)
(3) sections N64 4'w x 5'h = 60
(1) sections N64 HW Acc. 4'w x 5'h = 20
(3) sections GB 4'w x 5'h = 60
(1) sections End Cap 4'w x 6'h = 24
(2) sections GB Acc. 4'w x 5'h = 40

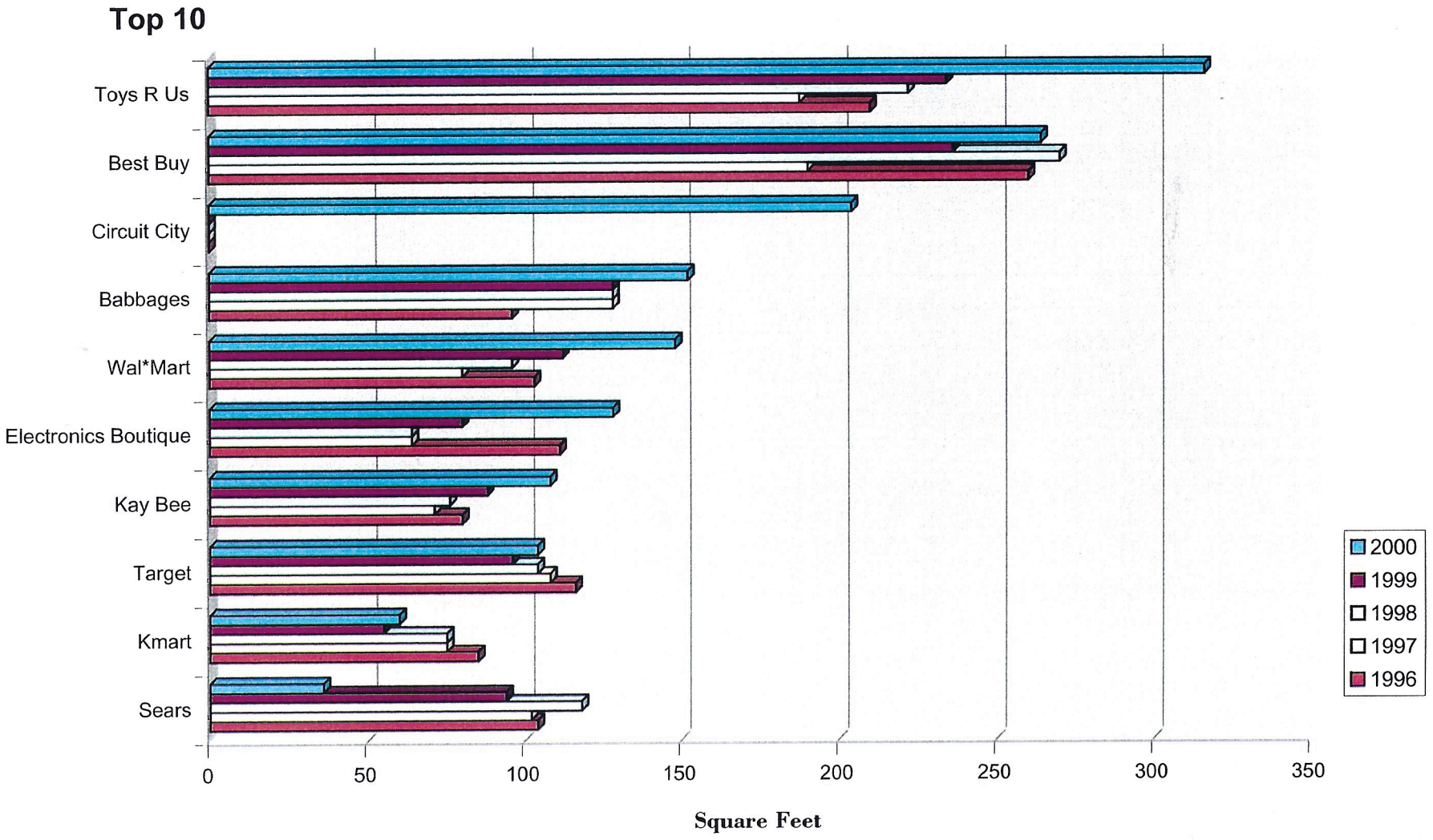
1999
N/A

1998
N/A

1997
N/A

1996
N/A

Square Footage Analysis
Top 10
1996 through 2000



$ PER SQUARE FOOTAGE ANALYSIS
TOP 10
2000

2000
TOYS R US = 316 sq ft (1) 234 (2)
(5) sections N64 4'w x 8'h = 160
(1) sections N64 HW 12'w x 2'h = 24
(1) sections Acc. 4'w x 5'h = 20
(3) sections GB 4'w x 5'h = 60
(4) four way GB 2'w x 4'h = 32
(1) sections GB 4'w x 5'h = 20

F.Y. 2001 PROJ. NET SHIPMENTS = $350,000,000
TOTAL STORES = 710
DOLLARS PER SQ FT = $1560 **(1)** $ 1974 (1)

2000
WAL*MART = 148 sq ft (5) 112(4)
(2) sections N64 4'w x 6'h = 48
(1) sections N64 HW 8'w x 2'h = 16
(1) sections N64 Acc. 4'w x 6'h = 24
(1) sections NR 2'w x 6'h = 12
(1) sections GB 4'w x 6'h = 24
(1) sections GB Acc. 4' w x 6'h = 24

F.Y. 2001 PROJ. NET SHIPMENTS = $312,512,316
TOTAL STORES = 2627
DOLLARS PER SQ FT = $804 **(5)** $1 1338(5)

2000
TARGET = 104 sq ft (8) 96 (5)
(1) sections N64 4'w x 6'h = 24
(2) sections N64 HW 4'w x 2'h = 16
(1) sections Acc. 2'w x 8'h = 16
(1) sections GB 4'w x 6'h = 24
(1) sections GB HW 4'w x 2'h = 8
(1) sections GB Acc. 4'w x 4'h = 16

F.Y. 2001 PROJ. NET SHIPMENTS = $149,753,765
TOTAL STORES = 978
DOLLARS PER SQ FT = $1473 **(2)** $ 1890 (2)

$ PER SQUARE FOOTAGE ANALYSIS
TOP 10
2000

2000
KMART = 60 sq ft (9) 55 (9)
(1) sections N64 5'w x 6'h = 30
(1) sections Acc. 2'w x 5'h = 10
(1) sections GB 2.5'w x 6'h = 15
(1) sections GB Acc. 2.5 x 2'h = 5

F.Y. 2001 PROJ. NET SHIPMENTS = $113,604,520
TOTAL STORES = 2053
DOLLARS PER SQ FT = $922 **(4)** $ 795 (6)

2000
BEST BUY = 264 sq ft (2) 236 (1)
(4) sections N64 4'w x 5'h = 80
(1) sections End Cap 4'w x 5'h = 20
(2) sections N64 Acc. 4'w x 4'h = 32
(4) sections GB 4'w x 5'h = 80
(1) sections GB Acc. 4'w x 5'h = 20
(4) sections GB Acc 4'w x 2'h = 32

F.Y. 2001 PROJ. NET SHIPMENTS = $103,642,000
TOTAL STORES = 399
DOLLARS PER SQ FT = $984 **(3)** $ 1488 (3)

2000
KAY BEE = 108 sq ft (7) 88 (7)
(2) sections N64 4'w x 6'h = 48
(2) sections HW/Acc 4'w x 3'h = 24
(1) sections GB 4'w x 6'h = 24
(1) sections GB 4'w x 3'h = 12

F.Y. 2001 PROJ. NET SHIPMENTS = $44,747,450
TOTAL STORES = 1186
DOLLARS PER SQ FT = $350 **(9)** $ 773 (8)

$ PER SQUARE FOOTAGE ANALYSIS
TOP 10
2000

2000
Electronics Boutique = 128 sq ft (6) 80 (8)
(1) sections N64 6'w x 8'h = 48
(1) sections N64 Acc. 2'w x 8'h = 16
(1) sections GB 6'w x 8'h = 48
(1) sections GB Acc. 2'w x 8'h = 16

F.Y. 2001 PROJ. NET SHIPMENTS = $51,375,148
TOTAL STORES = 583
DOLLARS PER SQ FT = $688 **(7)** $ 1386 (4)

2000
SEARS = 36 sq ft (10) 94 (6)
(1) sections N64 2'w x 6'h = 12
(1) sections HW/Acc 4'w x 2'h = 8
(1) sections GB 2'w x 6'h = 12
(1) sections GB Acc. 2'w x 2'h = 4

F.Y. 2001 PROJ. NET SHIPMENTS = $23,182,700
TOTAL STORES = 838
DOLLARS PER SQ FT = $768 **(6)** $ 699 (9)

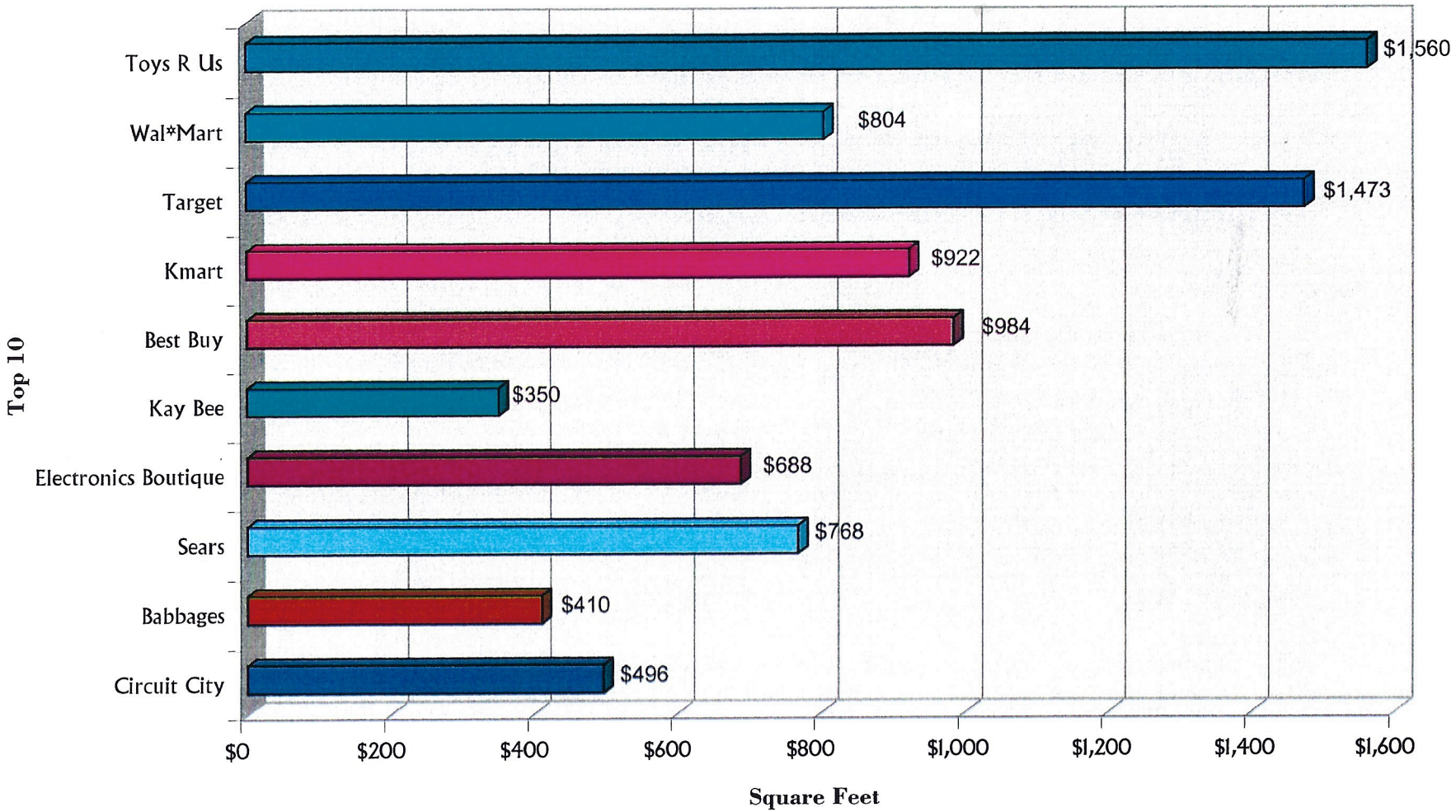
2000
BABBAGES = 152 sq ft (4) 128 (3)
(2) sections N64 4'w x 7'h = 56
(1) sections N64 HW /Acc. 4'w x 7'h = 28
(1) sections GB 4'w x 7'h = 28
(1) sections GB 4'w x 6'h = 24
(1) sections GB Acc. 4'w x 4'h = 16

F.Y. 2001 PROJ. NET SHIPMENTS = $60,667,000
TOTAL STORES = 975
DOLLARS PER SQ FT = $410 **(8)** $ 779 (7)

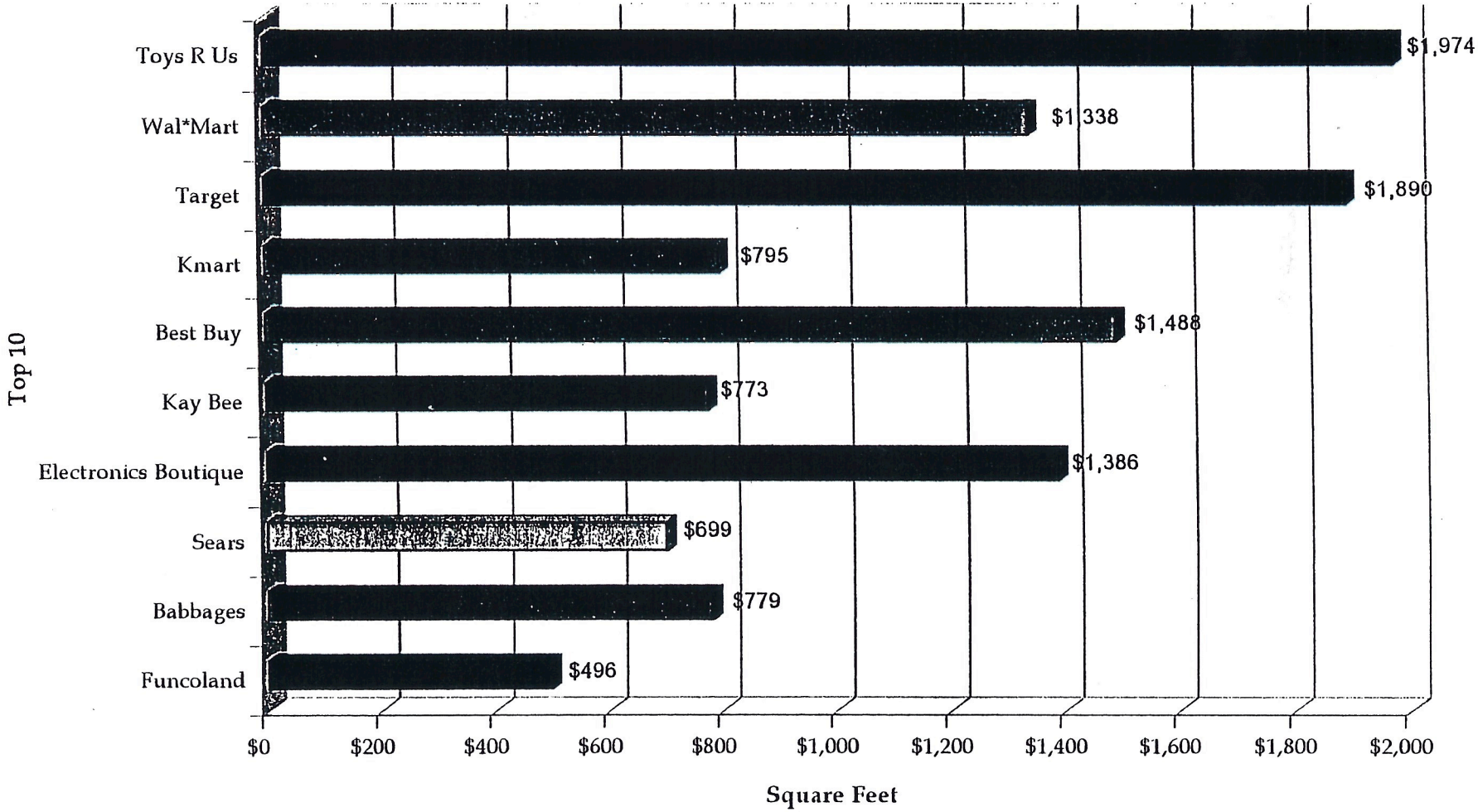
Circuit City = 204 sq ft (3)
(3) sections N64 4'w x 5'h = 60
(1) sections N64 HW Acc. 4'w x 5'h = 20
(3) sections GB 4'w x 5'h = 64
(1) Sections End Cap 4'w x 6'h = 24
(2) sections GB Acc. 4'w x 5'h = 40

F.Y. 2001 PROJ. NET SHIPMENTS = $34,210,000 N/A
TOTAL STORES = 590
DOLLARS PER SQ FT = $284 **(10)**

TOP 10 / $ PER SQUARE FOOTAGE ANALYSIS / 2000



TOP 10 / $ PER SQUARE FOOTAGE ANALYSIS / 1999



	1995	1996	1997	1998	1999	2000
Sears	120	104	102	118	94	36
Kmart	85	85	75	75	55	60
Target	140	116	108	104	96	104
Kay Bee	96	80	71	76	88	108
Electronics Boutique	111	111	64	64	80	128
Wal*Mart	103	103	80	96	112	148
Babbages	96	96	128	128	128	152
Circuit City	N/A	N/A	N/A	N/A	N/A	204
Best Buy	420	260	190	270	236	264
Toys R Us	375	210	187.5	222	234	316